

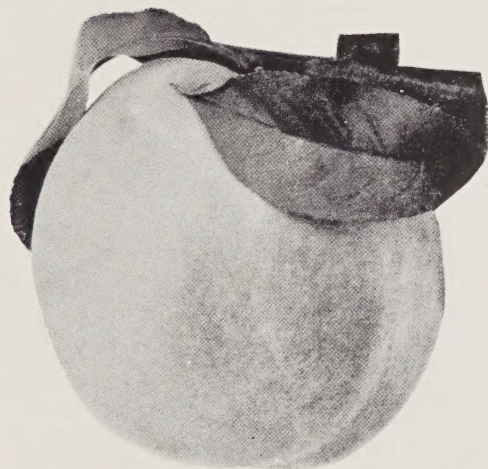
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

HEBERLE NURSERY COMPANY

ROCHESTER 10, NEW YORK

Founders of the Rochester Peach



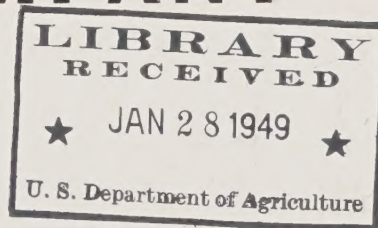
ROCHESTER

PLAN TO PLANT
YOUR NEXT
ORCHARD WITH



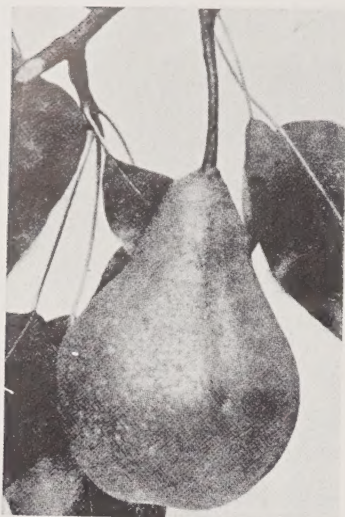
CORTLAND

TRUE-TO-NAME TREES FROM **HEBERLE**



HEBERLE'S *Choice Pears and Cherries*

PEARS



SECKEL PEARS

Bartlett
Clapp's Favorite
Kieffer
Beurre Bosc
Seckel

BARTLETT

Most popular pear for orchard planters and home use. Fruit large and yellow with a reddish blush on the sunny side.



BARTLETT PEARS

CHERRIES

SWEET CHERRIES

Napoleon (White Oxheart).

Windsor. Dark red, very productive, ripens in July.

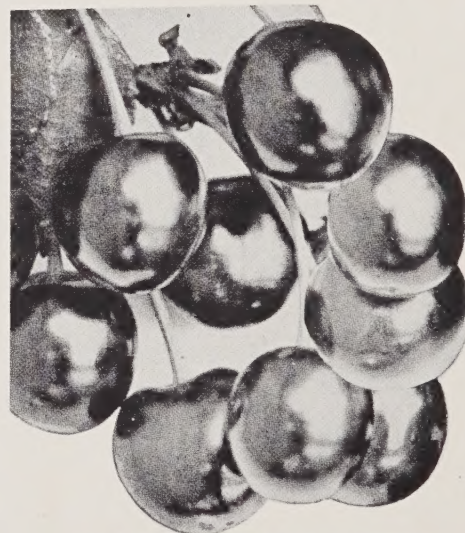
Schmidts. Large black, delicious to eat, good shipper, ripens around July 10th.

MONTMORENCY

This variety is without question the best sour cherry grown for commercial and home use, dark red, tender and juicy.



MONTMORENCY CHERRY

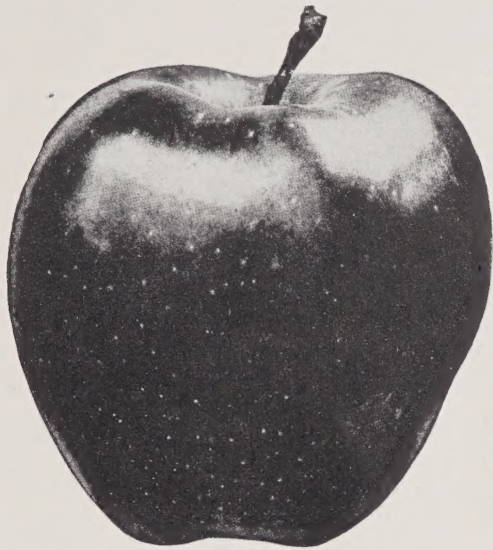


BLACK TARTARIAN CHERRY

HOW TO FIGURE NUMBER OF PLANTS NEEDED PER ACRE

How to Figure Number of Plants Needed per Acre—Multiply the distance apart by the width of row. This result divided into .43,560 square feet per acre will give you the number of plants needed.

HEBERLE'S *Selection of Profitable Apple Trees*



DELICIOUS

DELICIOUS

A large, dark red apple, excellent quality, good keeper, and good shipper.

SUMMER VARIETIES

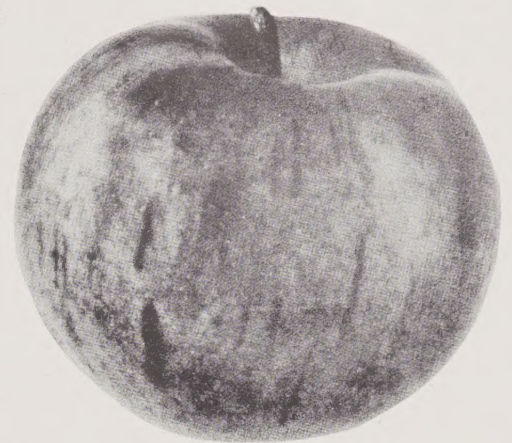
Early McIntosh Yellow Transparent
Red Astrachan

AUTUMN VARIETIES

Milton Wealthy

WINTER VARIETIES

Northern Spy McIntosh Red
Cortland Red Delicious
Baldwin Yellow Delicious
Stayman Winesap Red Rome
R. I. Greening



McINTOSH

CORTLAND

A good commercial apple, bright red color overlaid with purplish bloom, about 2 weeks later than McIntosh.

SOLID RED McINTOSH

Well-known as one of the leading commercial varieties in New York State and New England.

WE HAVE ALL OTHER LEADING VARIETIES NOT MENTIONED

HEBERLE NURSERY COMPANY

Founder of the Rochester Peach

GOOD COMMERCIAL VARIETIES

Rochester Hale Haven
Elberta South Haven
Belle of Georgia Red Haven
Crawford Early Valiant
Early Elberta J. H. Hale
Golden Jubilee Oriole

ROCHESTER

Yellow freestone and one of the finest grown. Combines the quality of Early Crawford with productiveness of Elberta, our choice of the finest canning peaches. Ripens mid-August.



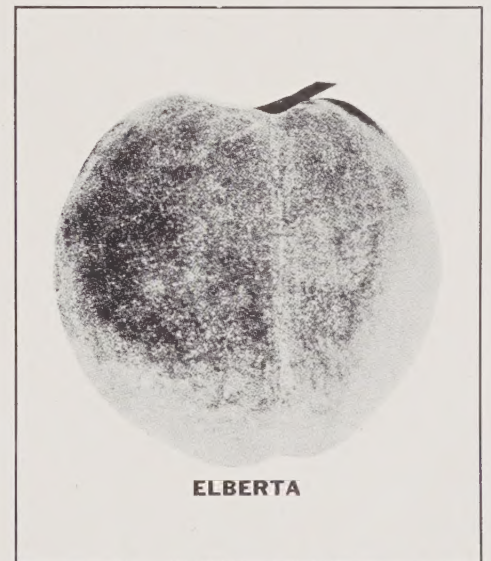
HALE HAVEN

HALE HAVEN

Cross between J. H. Hale and South Haven. Its high color permits early picking. Good shipper.

GOLDEN JUBILEE

Comparatively new but widely planted. A real money maker. Large yellow. Ideal for roadside market. (Aug. 20-25th.)



ELBERTA

ELBERTA

The greatest commercial variety on the market and the biggest money maker for the commercial grower, ripens mid-September.

HEBERLE'S *Selection of Plums and Small Fruits*



FELLENBERG PRUNE

FELLENBERG PRUNE

Widely known and heavily planted by all growers. Ripens latter part of September.

Bradshaw. Large, dark violet red. September 5-10th.

Burbank. Very large, bright reddish purple. Aug. 25th to 30th.

Abundance. Very early, amber turning to rich bright cherry. Aug. 15-20th.

Sharp's Damson.

German Prune.

PLUMS

STANLEY PRUNE

The Stanley is, perhaps, the most popular of all new varieties put together. Bears young and is very productive.

CURRENTS

RED LAKE CURRANT

The new giant red currant. The berries are large, dark red in color. It's a pleasure to pick them. Recommended by large growers for commercial planting.

WILDER CURRANT

Berries large, bright, attractive red. Hang on bushes well. Productive.



PERFECTION CURRANT

LATHAM RASPBERRIES



RASPBERRIES

Sodus. Purple.

Cumberland. Late black cap.

Latham. Red.

Newburgh. Bright red.

Taylor. Bright red.

Indian Summer. Ever-bearing red.

BLACKBERRIES

Eldorado. Berries large, jet black.

Alfred. A good producer, ripens ahead of Eldorado.

SILVER MAPLE

CONCORD GRAPE



GRAPES

Concord. The leading commercial grape. Blue black in color. Hardy and very productive.

Niagara. Leading white, good quality.

Fredonia. Introduced by the N. Y. State Experimental Station.

Worden. Seedling of Concord, bluish black.

ASPARAGUS

Mary Washington. The outstanding variety.

SILVER MAPLE

See our price list for common shrubs and shade trees.



62.61
c 1949

HEBERLE NURSERY COMPANY

ROCHESTER 10, NEW YORK

Descriptive price list
2

We specialize in growing fruit trees and sell direct to the planter. Every tree shipped from our nursery not only is guaranteed true-to-name but carries with it our personal supervision in every branch of the work.

Heberle Nursery Company

Arthur P. J. Heberle

REMEMBER THE NAME **“HEBERLE”** IT IS YOUR GUARANTEE
OF STURDY, HEALTHY, TRUE-TO-NAME FRUIT TREES